



ShopRite  
Does It RIGHT! <sup>SM</sup>



# We've Got Your Seder Table Set!

## With Everything You Need For Passover

The perfect seder table is waiting for you at ShopRite. Because we've got everything you need for Passover...from matzos to macaroons...from horseradish to honey cake. You'll also discover a great variety of domestic and imported traditional favorites for Passover. And you're set for savings, too! With terrific values throughout these pages. Plus, recipes galore to try and enjoy. So get ready, get set for Passover. Because at ShopRite we do it Right!

חג שמח  
Hag Someach



NOTICE: Some of the food or other products offered for sale are Non-Kosher.

We have sold our Chometz in accordance with requirements of Jewish tradition.  
Cover Photo: Jewish Museum, N.Y. Art Resource



## Chicken Sabra

1 lb. chicken, cut into serving pieces  
1/3 cup peanut oil  
1/4 cup lemon  
1/4 cup honey  
2 tsp. ground ginger

Coat chicken pieces with the lemon. Sprinkle with 1 teaspoon ginger and salt to taste. Combine the oil, honey and remaining teaspoon ginger. Brush chicken with honey mixture. Roast at 350°F, 1 1/2 hours, basting occasionally with honey mixture. Serves 5 to 6.

## Passover Pancakes with Raspberry Sauce

Substitute any fresh fruit for Raspberries.

1 cup milk  
2 eggs  
1/2 tsp. salt  
1/2 cup matzo meal  
2 tsp. honey  
Oil for frying  
Raspberry Sauce  
Raspberry garnish (optional)

Heat saucepan over low heat, warm the oil; add to matzo meal. Let stand for 5 minutes. Beat eggs and add to matzo meal mixture, honey and salt. Heat oil in frying pan, drop the mixture in tablespoonfuls, and fry on both sides. Serve with raspberry sauce. Makes 10 pancakes.



## Raspberry Sauce

1 cup fresh raspberries  
2/3 cup sugar  
1/2 cup Kasher for Passover brandy  
1 tbsp. lemon juice

Process raspberries with sugar and brandy until finely chopped in a food processor fitted with a steel blade. Strain the raspberry puree in a medium saucepan, uncovered, for 5 minutes. Add lemon juice, and serve warm or cold. Yield: 2 cups.



# ShopRite - More Than Just Food



Kasher For Passover  
Aviv, Yehuda or Rishon

**Matzos**  
5 lb. box **3.99**



Kasher For Passover  
Manischewitz, Horowitz,  
Goodman's or Streit's

**Matzo Farfel**  
1 lb. box **1.59**



Kasher For Passover  
Manischewitz, Horowitz,  
Goodman's or Streit's

**Matzo Meal**  
1 lb. box **1.59**



Kasher For Passover  
Manischewitz,  
Mothers  
or Rokeach

**Borscht**  
1 qt. jar **1.29**



Kasher for Passover

**Mrs. Adler's Borscht**  
1 qt. jar **.79**



Price effective Sun., March 3 thru Sat., April 6, 1991.



# A Store...A Tradition.

Kosher For Passover  
Manischewitz, Horowitz,  
Goodman's or Streit's

## Passover Matzos

# 3<sup>99</sup>

5 lb.  
box



Kosher For Passover  
Manischewitz, Mother's or  
Rokeach Regular

### Gefilte Fish

1 pt.  
8 oz.  
jar or can **3<sup>49</sup>**

Rokeach  
1 pt. 11 oz.  
can **2<sup>99</sup>**



Kosher For Passover  
Whitefish & Pike or  
Regular

### Manischewitz Gefilte Fish

**6<sup>99</sup>**

1/2 gal.  
jar



Kosher For Passover  
Regular or Old Jerusalem

### Mrs. Adler's Gefilte Fish

**1<sup>99</sup>**

1 pt.  
8 oz.  
jar



Kosher For Passover  
Manischewitz, Mother's or  
Rokeach

### Whitefish & Pike

1 pt.  
8 oz.  
jar or can **3<sup>59</sup>**

Rokeach  
1 pt. 11 oz.  
can **2<sup>99</sup>**



Kosher For Passover  
Manischewitz or  
Horowitz

### Potato Starch

**1<sup>59</sup>**

12 oz.  
pkg.



Kosher For Passover

### Mrs. Adler's Pike 'n Whitefish

**2<sup>19</sup>**

1 pt.  
8 oz.  
jar

### Matzo Brei

3 matzo  
2 eggs  
1/4 teaspoon salt

Butter  
2 tablespoons water  
milk  
Dash pepper

Break matzo into pieces. Cover with water and then pour water off immediately. Press excess water out of matzos. Melt about 2 tablespoons of butter in a skillet; add matzo and fry until lightly toasted. Beat eggs with remaining ingredients. Pour over matzo and fry, stirring frequently, until eggs are set. Serves 2 or 3.

### Haroset

1 cup grated apples  
2 tablespoons sweet  
red wine

1/2 teaspoon cinnamon  
1/2 cup chopped  
walnuts

Sugar or honey to taste

Mix all ingredients together.



### Symbolic Hardboiled Eggs

In order to make the symbolic egg for the Seder plate look as if it were roasted, boil it in dark tea. Make strong tea. Let cool. Add eggs and boil for 15 minutes. Run cold water over them. Let cool.

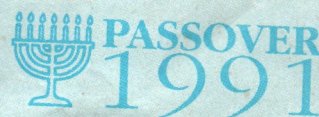
### Horseradish

1 large piece  
horseradish root  
(3/4-1 pound)  
2 medium beets  
2 tablespoons salt

1 teaspoon sugar  
1 cup water  
Juice of 2 lemons  
(6 tablespoons)

Peel and wash horseradish and beets. Grind into large bowl. Add salt, sugar, water, and lemon juice. Add more beets if you desire more color, more water for thinner consistency. Adjust seasonings to taste. Yields 2 cups.

Note: Horseradish should be grated before Yom Tov.



Prices effective Sun., March 3 thru Sat., April 6, 1991.



## Sweet & Tangy Duck

- 1 5 to 6 lb. duckling cut into serving pieces  
1/2 cup sweet red Passover wine  
1 tbsp. grated orange peel  
1 clove garlic, minced  
3 tbsps. peanut oil  
1 tbsp. potato starch
- 1 1/4 cups fresh orange juice  
2 tbsps. sweet red Passover wine  
1 tbsp. honey  
1/4 tsp. ground ginger  
1/8 tsp. pepper  
1 cup fresh orange sections

Puncture duckling skin generously with fork, place on rack in roasting pan. Pour 1/2 cup wine over duckling pieces. Roast at 325°F, basting occasionally, allowing about 25 minutes per pound. In medium saucepan, lightly saute orange peel and garlic in oil. Add potato starch, stirring until smooth. Slowly add orange juice, 2 tbsps. wine and honey; simmer one minute. Stir in ginger, pepper and orange sections, simmer five minutes longer. Serve sauce hot with roast duckling. Serves 4 to 6.



## Holiday Fish

- 3 to 4 lb. whole fish for baking  
salt and pepper  
tbsps. fresh lemon juice  
cup chopped onions  
1/2 cup finely chopped parsley
- 3 cloves garlic, minced  
1/4 cup peanut oil  
1 cup Passover ketchup  
1 cup tomato juice  
1/2 cup dry white Passover wine  
Lemon slices  
Parsley for garnish

Rinse fish in cold water and dry thoroughly. Sprinkle inside and out with salt, pepper and lemon juice. Place in large baking dish. In large skillet, saute onions, parsley and garlic in oil until onions are transparent. Stir in ketchup, tomato juice and wine; simmer gently for about 3 minutes. Pour mixture over prepared fish. Bake, uncovered, at 350°F. Baste occasionally, allowing about 16 minutes per pound. Serve with thin slices of lemon and sprigs of parsley. Serves 6.



# Variety And Quality Food



Kosher For Passover

## Macaroons

Rokeach, Streit's, Horowitz, or Manischewitz

10 oz. can

**2<sup>39</sup>**



Kosher For Passover

## Cake Mixes

Manischewitz, Horowitz, Goodman's or Streit's

12 oz. box

**2<sup>59</sup>**



## Heinz Wine Vinegar

Kosher For Passover

12 oz. btl.

**1<sup>19</sup>**



## Planters 100% Peanut Oil

Kosher For Passover

1 pt. 8 oz. btl.

**2<sup>79</sup>**



## Golden Blossom Honey

Kosher For Passover

1 lb. 8 oz. jar

**2<sup>39</sup>**



## Wesson Pure Vegetable Oil

Kosher For Passover

1 qt. 1 pt. btl.

**2<sup>79</sup>**



Kosher For Passover  
Clear or Natural

## Red Cheek Apple Juice

**1<sup>69</sup>**

1/2 gal. btl.



Kosher For Passover, Skinless & Boneless

## Season Sardines

4 3/4 oz. can

**1<sup>19</sup>**

Kosher For Passover, In Oil or Water, Solid Pack

## Season White Tuna

7 oz. can

**1<sup>29</sup>**

Kosher For Passover, Season

## Blueback Salmon

7.5 oz. can

**2<sup>99</sup>**

Kosher For Passover, Brisling

## King Oscar Sardines

3 3/4 oz. tin

**1<sup>29</sup>**



Kosher For Passover

## Durkee Sour Salt

2 3/4 oz. cont.

**1<sup>99</sup>**

## Durkee Onion Powder

1 1/2 oz. cont.

**2<sup>09</sup>**

## Durkee Paprika

1 3/4 oz. cont.

**1<sup>59</sup>**

## Durkee Garlic Powder

2 oz. cont.

**2<sup>63</sup>**

## Durkee Ground Ginger

1 oz. cont.

**1<sup>69</sup>**

## Durkee White Pepper

1 oz. cont.

**2<sup>09</sup>**

## Durkee Black Pepper

1 oz. cont.

**.87**

## Durkee Cinnamon

1 oz. cont.

**1<sup>29</sup>**





# Your Seder Table.



Kosher For Passover, Automatic or Drip  
**Sanka Ground Coffee** 13 oz. can **3<sup>49</sup>**

Kosher For Passover  
**Sanka Instant** 8 oz. jar **3<sup>99</sup>**

Kosher For Passover, Regular, Auto Drip or French Roast, 13 oz. can  
**Maxwell House Coffee**

Kosher For Passover, 8 oz. jar  
**Maxwell House Instant**



**Mrs. Adler's  
 Matzo Ball Soup**

quart jar **1<sup>49</sup>**



**Soup Nuts  
 (Mandlen)**

Manischewitz,  
 Horowitz's or Streit's 1 3/4 oz. pkg. **1<sup>29</sup>**



Kosher For Passover  
 Regular or Natural

**Mott's  
 Apple  
 Sauce**

2 lb. 2 1/2 oz. jar **1<sup>49</sup>**



**International  
 Silver Polish** 8 oz. **1<sup>49</sup>**  
 Kosher For Passover Btl.

**Cascade  
 Detergent** Kosher For Passover  
 Reg. or Lemon,  
 Liquid or Powder,  
 For Automatic  
 Dishwashers 4 lb. 1 oz. box or btl. **3<sup>99</sup>**



**Potato  
 Pancake Mix**

Kosher For Passover  
 Manischewitz  
 or Streit's 6 oz. box **1<sup>69</sup>**



**Diamond Crystal  
 Salt**

Kosher For Passover  
 Plain 1 lb. 10 oz. cont. **.35**



Assorted Varieties, Marshmallow  
**Joyva Twists** 9 oz. box **1<sup>69</sup>**

Passover Treat  
**Joyva Crystal Jells** 12 oz. pkg. **1<sup>49</sup>**

Joyva  
**Sesame Crunch** 8 oz. pkg. **.99**

Assorted Varieties  
**Joyva Ring Jells** 9 oz. box **1<sup>69</sup>**

Assorted Varieties (Except Chocolate Covered)  
**Messing Macaroons** 10 oz. can **1<sup>89</sup>**

## Chicken-Giblet Fricassee

Giblets from 2 chickens (wings, hearts, gizzards, and necks) 2 eggs, slightly beaten 2/3 cup cold water 1/4 teaspoon pepper  
 3 medium onions, diced 2 pounds ground beef 2 matzo, finely broken 2 teaspoons salt 2 teaspoons paprika

Scald chicken wings with boiling water and pull off skin. Cut giblets into small pieces. Add onion and cover with water. Cover and simmer until tender about 1 1/2 to 2 hours. Soak broken matzo in cold water. Combine with ground beef and beaten eggs. Shape into small meatballs and drop into giblet mixture. Add seasonings, cover and cook gently for at least one-hour. Serves 4 to 6.

## Yom Tov Yams

7 cups (about 2 lbs.) sliced, cooked yams 2 oranges, peeled and sliced 1/4 cup brown sugar  
 1/2 cup orange juice 3 tbsps. peanut oil 1/4 cup chopped pecans

Cover bottom of an oiled, 1 1/2 quart casserole with half the yam slices. Top with half the orange slices. Sprinkle with half the sugar. Repeat with remaining yams, orange slices and sugar. Combine orange juice and peanut oil and pour over layers. Sprinkle with pecans. Bake at 325°F for about 50 minutes, or until thoroughly heated. Baste occasionally during baking. Serves 6.



## Baked White Fish

1 5-pound whole white fish, gutted and split down the center 1 cup chopped fresh parsley 1 entire head of garlic, minced  
 4 medium tomatoes, sliced in rings 1/2 green pepper, sliced in rings 3 lemons, sliced in rings 1/2 teaspoon saffron 1/2 cup vegetable oil

Preheat oven to 350°F. Place the entire fish in a glass or earthenware baking dish. Stuff the fish with most of the parsley and garlic. Surround the fish with the remaining parsley and garlic tomatoes, green pepper, and lemons. Dissolve saffron in about 1/4 cup boiling water and let sit for a few minutes. Then sprinkle the saffron water over the fish and tomatoes. Pour oil around the fish and tomatoes. Bake, uncovered, for 1 hour, or until golden and crisp. Serve 8-10 as a first course.



## Eggplant Salad

1 eggplant  
1 bell pepper, cored  
1 medium size onion  
2 tbsp. olive oil, divided  
2 cups canned plum tomatoes, drained  
2 cloves garlic, minced  
1/2 tsp. sugar  
1/4 tsp. oregano  
1/8 tsp. black pepper  
2 cups canned plum tomatoes, drained  
2 tbsp. lemon juice  
2 tbsp. chopped parsley

1. Cut the eggplant lengthwise and then into half-inch, half-moon slices. Cut the bell pepper in julienne strips. Peel the onion and slice into thin rounds. Place 1 tablespoon olive oil in a large skillet. Sauté the sliced onions and pepper strips until they are just wilted, about five minutes. Add the garlic and eggplant. Cover and cook, stirring occasionally, until the eggplant is tender, about 10 minutes. Add salt, sugar, oregano and pepper, and stir. Cook about two minutes more. Remove from the stove and stir in the tomatoes. Transfer to a large bowl. Mix the remaining olive oil and the lemon juice. Chill at least four hours. Serve sprinkled with parsley. Serves 8.



## Chicken With Herbs

1/2 cup chicken stock  
2 tbsp. fresh basil, chopped  
1/2 cup olive oil, divided  
1 tsp. fresh chervil, chopped  
2 cups fresh chives, chopped  
1/2 cup sugar  
1 tsp. fresh coriander, chopped  
2 cups fresh parsley, chopped  
1 tsp. fresh thyme, chopped

1. Preheat oven to 425°F. Place the chicken in a Dutch oven, covering a little to sprinkle over the chicken. Place the chicken in the Dutch oven, then sprinkle olive oil, salt and pepper over the top. Place the herbs and remaining olive oil in a Dutch oven, covering a little to sprinkle over the chicken. Cover and bake for one hour. Serves 4 to 6.



# Holiday Beverages.



Kosher For Passover  
Plus Deposit Where Req. by Law  
Diet, Caffeine Free or Regular

## 2 Liter Btl. Coca Cola

SAVE .25 on Reg., Diet or Caffeine Free  
2 Liter Btl. Coca Cola  
With Coupon On Back Page



Kosher For Passover

## Kedem Grape Juice

1 pt.  
6 oz.  
btl.

# .99



Kosher For Passover  
Plus Deposit Where Req. by Law  
Assorted Varieties, Club, Seltzers or

## Canada Dry Ginger Ale

SAVE .25 on a 1 Liter Btl. of  
Canada Dry  
With Coupon On Back Page



Kosher For Passover

Plus Deposit Where Required By Law

## Manischewitz Seltzer

1 pt.  
12 oz.  
btl.

# 3 \$1





# Deli for Passover

Available From Our  
Packaged Deli Dept.



## Gold's Red, White or Hot Horseradish

Half Sour

**Ba-Tampte  
Pickles**

quart  
jar

**1<sup>59</sup>**

Red or White

**ShopRite  
Horseradish**

8 oz.  
jar

**.89**

In Sour Cream or Wine

**Vita  
Herring**

12 oz.  
jar

**1<sup>79</sup>**

Tasti-Tidbits in Sour Cream or Wine

**Nathan's  
Herring**

quart  
jar

**2<sup>99</sup>**

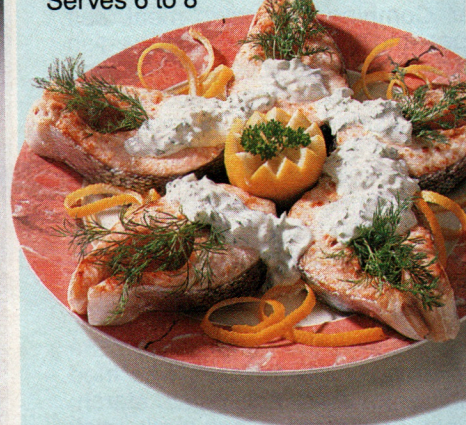
Kosher for Passover Dairy & Deli Products will be available on or after March 13.  
Look for the Kosher for Passover Labels. (All products may not be available in all stores at all times.)

## Cold Salmon With Cucumber-Dill Sauce

6 to 8 salmon steaks  
( $\frac{3}{4}$  inch thick each)  
1 cup mayonnaise  
fresh parsley sprigs

fresh dill (optional)  
Cucumber-Dill Sauce  
(recipe follows)

Place the salmon on a foil-lined baking pan. Spread with a thin layer of mayonnaise and broil for 7 minutes, about 1 inch from the heat. Turn, spread with the remaining mayonnaise, and broil for 7 minutes. Cool. Cover with foil and chill. Garnish with fresh parsley and cucumber. Serve with Cucumber-Dill Sauce. Serves 6 to 8



## Cucumber-Dill Sauce

1 large cucumber  
 $\frac{1}{2}$  cup plain yogurt  
 $\frac{1}{4}$  cup mayonnaise  
2 tsp. lemon juice  
2 tsp. grated onion

1 tbsp. minced parsley  
 $\frac{1}{2}$  tsp. dried dill, or  
1 tsp. fresh  
Salt  
freshly ground black pepper

Shred the cucumber; set aside. In a bowl, blend yogurt, mayonnaise, lemon juice, onion, parsley and dill. Stir in the cucumber. Season to taste with salt and pepper. Makes about 1 cup.

## Gefilte Fish

4 pounds carp, ground  
1 onion, chopped fine  
2 eggs, beaten  
1 teaspoon salt  
1 cooked egg, chopped

2 carrots, or 1 medium  
raw beet, peeled  
and grated  
2 tbsp. horseradish,  
white or red  
Basic Fish Stock

In blender whip up onion, eggs, and vegetables. Combine with ground fish and all seasonings. Mix well and set aside. Prepare Basic Fish Stock (water, onions, carrots, celery, and seasonings to taste). Form fish mixture into balls (wet hands with cold water), and drop carefully into 8-quart pot of boiling fish stock one at a time. When broth returns to a boil, lower flame, cover and simmer for 2 to 2- $\frac{1}{2}$  hours, depending on size of balls. Remove from liquid and arrange on a large serving platter with a slice of carrot on each. Refrigerate. Yields 12-18 portions.

## Hebrew National Beef Franks or Knockwurst

Your  
Choice

12 oz.  
pkg.

**2<sup>89</sup>**

Midget

**Hebrew National  
Beef Salami**

12 oz.  
pkg.

**2<sup>99</sup>**

Midget

**Hebrew National  
Beef Bologna**

12 oz.  
pkg.

**2<sup>99</sup>**

Beef

**Hebrew National  
2-lb. Salami**

2 lb.  
pkg.

**7<sup>99</sup>**

Spears or Home Style

**Schorr's  
Half Sour Pickles**

quart  
jar

**1<sup>89</sup>**

Kosher for Passover Dairy & Deli Products will be available on or after March 13.  
Look for the Kosher for Passover Labels. (All products may not be available in all stores at all times.)





<b>INGREDIENTS:</b>	<b>GINGER-FRUIT SAUCE:</b>
1/2 lb. chicken (3 to 4 lbs.)	1 cup water
1/2 cup, slightly beaten egg	1 tbs. potato starch
1/2 cup spoon water	1/2 cup white Passover wine
1/2 cup matzo meal	1/2 tsp. grated lemon rind
1/2 cup spoons salt	1 tsp. salt
1/2 cup black pepper	1/8 tsp. ginger
1/2 cup ground ginger	1/2 cup toasted, slivered almonds
1/2 cup peanut oil	1/4 cup chopped fresh dates

chicken into serving pieces. In a shallow bowl, beat the egg with the pepper. Combine the matzo meal, salt, pepper and ginger in a shallow dish. Dip the chicken pieces into the egg mixture, then roll in the matzo meal to coat. Set aside for 10 to 15 minutes to allow the coating to set. In a large skillet, fry the chicken in the peanut oil until golden brown. Simmer, covered, for 40 to 45 minutes, until tender. Remove the chicken to a hot serving platter. Serves 6. Serve with the Ginger-Fruit Sauce.

**ce:** Remove the excess oil from the skillet in which the chicken was fried. Combine the water and potato starch; add to the skillet. Cook until thickened. Add the wine, lemon rind, salt, almonds and dates. Simmer 5 minutes more to blend the flavors. Serve hot.



1/2 cup peanut oil  
 1/2 cup water  
 1/2 cup matzo meal  
 1/2 cup spoon sugar  
 1/2 cup of salt

oil and water to a boil in a saucepan. Remove from heat. Combine the flour, 1/2 cup of meal, tablespoon of sugar and 1/2 teaspoon of salt and add all at once. Beat with a wooden spoon. Preheat oven to 350°F. Beat the eggs into the flour mixture, one at a time, by hand or with an electric mixer, add 1/4 cup sugar and cinnamon. Fold in raisins. With oiled hands, shape dough into 12 small balls. Place on ungreased cookie sheet 2 inches apart. Bake 50 to 60 minutes. Makes 12.

**Kosher For Passover**

# Breakstone's Whipped Butter

Sweet or  
Lightly  
Salted 8 oz.  
cont. **.99**



**Kosher For Passover, 8 oz. pkgs.**  
**Kraft**

# Philadelphia Cream Cheese

**Look for the "Kosher for Passover"  
Message on the Package  
and ShopRite's Low Prices**

## A collection of various Breyers and Breakstone's yogurt containers. In the foreground, there are several Breyers containers: a 'Light Choice' 4% milkfat yogurt, a 'Sour Cream' pasteurized nonhomogenized yogurt, a 'Black Cherry' yogurt, and a 'Blueberry' yogurt. Behind them are several Breakstone's containers: a 'Lowfat Cottage Cheese' (2% milkfat), a 'Sour Cream' (4% milkfat mix), and another 'Lowfat Cottage Cheese' (2% milkfat). The containers are arranged in a cluster, showing different flavors and brands.

**Kosher For Passover, Assorted Varieties**

## Breakstone's or Breyers Products

Look for the "Kosher for Passover"  
Message on the Package  
and ShopRite's Low Prices



**Kosher For Passover**

# Tropicana

# Fine Products

Assorted Varieties Juices and Drinks  
Look for the "Kosher for Passover"  
Message on the Package  
and ShopRite's Low Prices

**Kosher for Passover Dairy & Deli Products Will Be Available On Or After March 13.**



# ShopRite Has It All!



## Kosher For Passover Axelrod Fine Products

A Wide Variety of Fresh Dairy Products  
Look for the "Kosher for Passover"  
Message on the Package  
and ShopRite's Low Prices



## Kosher For Passover ShopRite Cream Cheese

Pasteurized

8 oz.  
pkg.

# .69



Kosher  
For  
Passover

Assorted Varieties, 24 oz. conts.

- **Friendship Cottage Cheese**  
Regular or No Salt Added, 7.5 oz. pkgs.
- **Friendship Farmer Cheese**  
Regular or Lite, 16 oz. conts.
- **Friendship Sour Cream**  
1/2 gallon cartons
- **Minute Maid Grapefruit Juice**  
Look for the "Kosher for Passover"  
Message on the Package and ShopRite's Low Prices



## Kosher For Passover Axelrod Sour Cream

All Natural

pint  
cont.

# .99

## Date Nut Squares

3 eggs 1/2 cup sugar  
1 cup chopped walnuts 3/4 cup chopped dates  
Grated peel of 1 orange 1/2 cup orange juice

Beat eggs with sugar and mix with all the other ingredients. Line 8-inch square baking pan with aluminum foil, grease and spread the mixture evenly inside it or line a muffin pan with paper baking cups. Fill the paper baking cups to 2/3. Bake at 350°F: 20 minutes for cupcakes and 30 minutes for the square pan. Yields 9 squares.



## Passover Sponge Cake

1/3 cup matzo cake meal 10 eggs, separated  
1/2 cup potato starch juice of 1 lemon  
pinch of salt (1 1/2 tbsps.)  
1 cup granulated sugar, grated rind of 1 orange  
divided

Sift together matzo cake meal, potato starch, and salt, 3 times; set aside. Beat egg yolks until thick. Add 1/2 cup sugar, lemon juice and orange rind. Continue beating until thick and fluffy. Fold in sifted dry ingredients. In separate bowl, beat egg whites until foamy. Add 1/2 cup sugar gradually. Beat until stiff peaks form. Fold egg yolk mixture into egg whites. Turn into ungreased 10-inch spring form tube pan. Bake at 350°F for 45 to 50 minutes. Invert pan until cake is cool. Yield: one 10-inch cake.

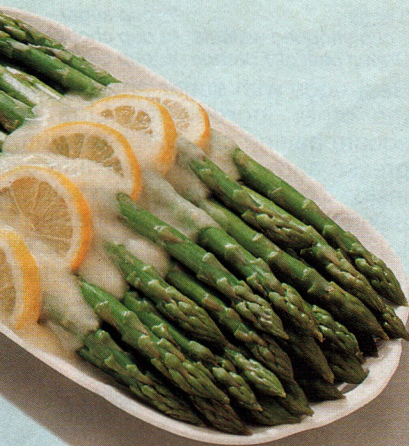
## Chopped Chicken Liver

1 1/2 lbs. chicken livers 3 big onions, chopped  
3 tbsp. oil or chicken fat 3 hard-boiled eggs  
1/8 tsp. pepper 1 tsp. salt

Broil the livers under hot broiler about 7 minutes on each side. There should be no trace of blood. Broil onions in the oil or chicken fat until golden. Put the livers, onions and eggs through the finest blade of a meat grinder. Add salt and pepper. For a smooth texture grind twice or use a blender. (If you prefer a coarse texture chop with a knife instead.)







## Lemon Asparagus

1 lb. fresh asparagus  
2 tsp. salt  
Lemon Sauce (Recipe follows)

Trim fresh asparagus. Peel off outer skin with a vegetable peeler. Remove the tough ends. Place asparagus in a large amount of boiling, salted water. Cook asparagus with white string and tied upright in a tall pot, or place flat in a large skillet). Cover, and cook for 6 minutes or until tender. Serve with Lemon Sauce. Serves 6.

## Lemon Sauce

1/2 c. potato starch  
2 ts. pareve Passover margarine  
1 c. hot water  
and grated peel of 1 large lemon.

In a small saucepan, mix potato starch with 1/2 c. cold water. Add margarine and cook over medium heat, stirring until it begins to thicken. Gradually stir in hot water. Add lemon juice and grate, and stir until well blended. Serves 1 1/2 cups.

## Chicken Soup

1 lb. fresh chicken,  
quartered  
2 onions  
1 sweet potato  
water to cover  
salt

vegetables. Slice carrots and potatoes. Put chicken and vegetables in a quart pot. Add salt and water to cover. Bring to boil. Lower flame and simmer an additional 1 1/4 hours. Serve with Knaidlach (see page 14 for recipe). Serves 6.



# Great Passover Recipes



## Empire Kosher Poultry

Frozen Fresh for your Passover Enjoyment!

Empire Kosher, Frozen, Young (10-12 lbs.)

**Turkeys** (Tom Turkeys Priced Higher, Where Avail.) **lb. .69**

Empire Frozen, 4-6 lbs., Whole with Rib Cage

**Kosher Turkey Breast** **lb. 1<sup>99</sup>**

Empire Kosher Frozen  
**Frying Chickens**  
Whole **1<sup>49</sup>**  
lb.

Empire Kosher Frozen  
**Chicken Parts**  
Chicken Wings **.99**  
lb.  
Breast Whole W/Rib Cage **2<sup>39</sup>**  
lb.

**CUT-UP FRYERS** . . . . lb. **1.59** **CHICKEN LIVERS** 8 oz. pkg. **.79**

**Roasting Chickens**  
Empire Kosher Frozen **1<sup>29</sup>**  
lb.

**Cornish Hens**  
Empire Kosher Frozen **1<sup>29</sup>**  
lb.

**Whole Fowl**  
For Soup, Empire Kosher Frozen **1<sup>49</sup>**  
lb.

Prices effective Sun., March 3 thru Sat., April 6, 1991.



# Start With ShopRite



## Fresh Vegetables

In Our Produce Aisle for your Passover Table!

Fresh

# Horseradish

lb.

# 1.49

**Israeli Tomatoes**

lb.

# 1.99

**Soup Greens**

With Dill or  
Parsnips or  
White Turnips

16 oz.  
pkg.

# .99

With Tops

**Fresh Carrots**

bunch

# .89

For Passover

**Fresh Dill**

bunch

# .49

**Kirby Pickles**

lb.

# .79

**Fresh Beets With Tops**

bunch

# .99

Curley or Plain

**Parsley**

bunch

# .39

For Passover

**Fresh Leeks**

bunch

# .99

**Calavo Dates**

Pitted

10 oz.  
pkg.

# 1.79

**ShopRite Walnuts**

In Shell

16 oz.  
pkg.

# 1.19

**Joyva Candies**

Chocolate Raspberry,  
Jell Rings, Jells or  
Asst. Var. Twists

lb.

# 2.99

## Chicken With Eggplant

1 eggplant (about 1 lb.)  
peeled, sliced, and  
rinsed with salt water  
1 chicken, quartered  
3 tomatoes, chopped  
1/2 cup water  
1/2 teaspoon salt  
1/4 teaspoon pepper  
1/2 onion, chopped  
chopped parsley (optional)

In large well-greased roasting place eggplant. Top with chicken, tomatoes. Pour water in the pan. Season the chicken with salt and pepper and add the onion to the pan. Cover tightly with foil. Bake at 350°F for 1 1/2 hours. Uncover and bake 20 minutes longer. Garnish with parsley. Serve.



## Carrot Kugel

1 cup grated raw carrot (tightly packed)  
1/2 cup sugar  
1/3 cup potato flour  
1/4 cup shredded apple  
4 eggs, separated  
1/4 cup red Passover wine  
2 tbsps. lemon juice  
1/2 tsp. grated lemon peel

Thoroughly combine all ingredients except egg whites. Beat egg whites until stiff; fold into carrot mixture. Pour into a well-oiled 1 1/2 quart casserole. Bake at 375°F for 35 minutes, or until done. Serve hot or cold.

## Zesty Orange Cake

5 eggs, separated  
3/4 cup sugar, divided  
1/4 cup peanut oil  
1/3 cup orange juice  
1 tsp. grated orange peel  
3/4 cup matzo meal  
1/4 cup potato starch  
1 tsp. salt

Beat together egg yolks and 1/4 cup sugar until thick and light. Beat in orange juice and orange peel. Add together matzo meal, potato starch, salt, and blend into yolk mixture. Beat egg whites until foamy, then gradually add remaining 1/2 cup sugar and continue beating until stiff peaks. Fold egg yolk mixture into beaten whites. Pour into an ungreased, 9 inch tube pan. Bake at 325°F for 50 minutes, or until done. Invert cake until cool.

**PASSOVER**  
**1991**



## Matzo Balls (Matzo Balls)

4 eggs, lightly beaten  
1/2 cup matzo meal  
1 packet instant vegetable soup  
dash pepper  
oil, divided

2 tablespoons vegetable oil  
1 quart boiling water  
dash pepper

Beat eggs, oil, 1 packet soup mix and pepper. Gradually add matzo meal, stirring until thick. Refrigerate 20 minutes in covered bowl. Form dough into balls. Add remaining 4 packets soup mix to boiling water; stir. Drop matzo balls into broth; simmer 30 minutes. Makes 8 matzo balls.

## Roast Veal With Artichokes and Olives

2 veal steaks  
1/2 cup olive oil  
1 canned artichoke  
1 artichoke hearts  
1/2 cup chopped parsley  
1/2 cup white cooking wine

1/2 cup potato starch  
1/2 cup green olives, pitted  
salt and pepper  
1/2 cup white cooking wine

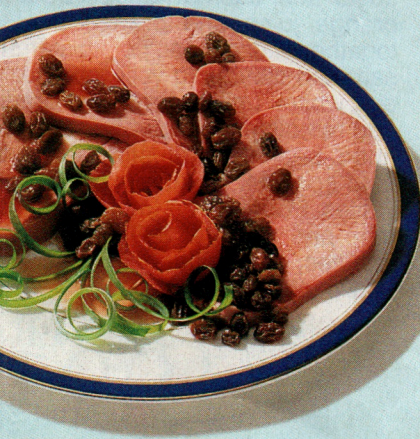
Roast veal with potato starch and saute olive oil in a large pan. When steaks are browned on both sides (about 3 minutes for each side), add the olives, artichoke hearts, the salt, the pepper, the parsley and the wine. Cover and simmer for at least 30 minutes on a low heat. Add the juice of one lemon to the veal and simmer for 5 minutes. Cut the other lemon into wedges for garnish. Serves 6.

## Beef Tongue and Sour Tongue

1 beef tongue  
1/2 cup red cooking wine  
1/2 cup vinegar  
1/2 cup raisins  
5 tbsp. apricot jam

3 1/2 tbsp. honey  
3 tbsp. kosher wine  
vinegar  
1/2 cup raisins  
5 tbsp. apricot jam

Boil the tongue in water to cover for 1 hour (20 minutes in pressure cooker). Remove the tongue and pour off the cooking liquids. Add the wine, the bay leaves and salt, then cook for another hour, or until the tongue is very tender. Remove and discard the bay leaves. Remove tongue and chill. Meanwhile, combine remaining ingredients to make the sauce. When cold, slice thinly and heat the slices in the sauce. Serves 6 to 8.



# All You Need For Passover

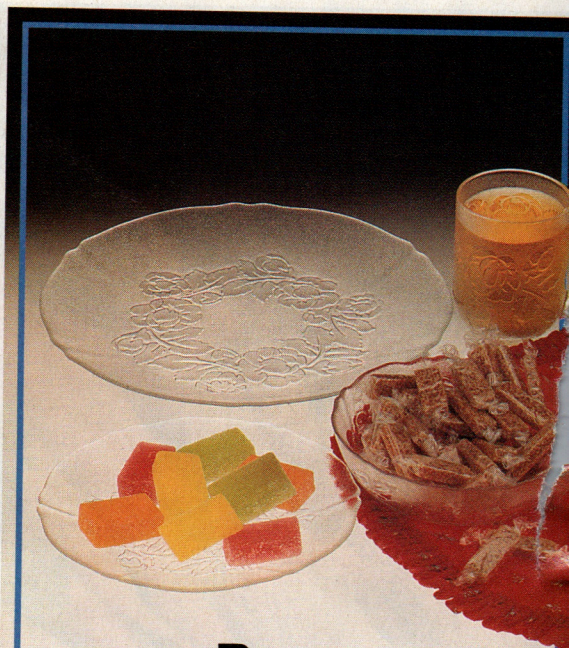


## Bengale Glassware

10 oz. On The Rocks, 16 oz. Cooler or 12 oz. Beverage

Your Choice

4 for \$3



## Rosa Plates & Bowls

Dessert Plate

Dinner Plate or Mug

6 Inch Salad Bowls

each \$1 2 \$3 4 \$3 for for for



## ShopRite Foil Super Roaster

20 lb. Capacity

each 159



## ShopRite Foil Bake Pan

13" x 9", 2 Pk. or 3 Pk. Fish Broiler Pan

Your Choice

2 \$3 for



# All Here At ShopRite!



## Neutrogena Shampoo

Neutrogena Shampoo 4.4 oz. cont. **3<sup>99</sup>**

Neutrogena Cream 0.5 oz. btl. **5<sup>99</sup>**

Neutrogena Moisture 4 oz. btl. **7<sup>79</sup>**

Neutrogena Soap 3.5 oz. bar **1<sup>99</sup>**

Neutrogena Acne Cleanser 6 oz. pump **6<sup>49</sup>**

Neutrogena Night Cream 2.25 oz. jar **9<sup>99</sup>**

## The Photo Place...For Passover Memories



ShopRite C135-24 24 exp. rolls **2 \$5**

ShopRite Disc Twin Pack total of 30 exp. **3<sup>29</sup>**

ShopRite Color Film 24 exp. roll **2<sup>29</sup>**

## Pears Concord

1 large (1 lb. 13 oz.) can Bartlett pears\*  
1/2 cup Concord grape wine

Drain pears. Boil syrup until concentrated to 1/2 cup. Add wine to syrup. Stir well and pour over drained pears. Chill thoroughly and serve. Serves 6.

\*Canned peaches may be used instead of pears.

## Lemon Puffs

1 cup water  
1/3 cup peanut oil  
1 cup matzo meal  
2 tablespoons sugar  
1 1/4 teaspoons salt, divided  
2 eggs  
2/3 cup sugar  
3 tbsps. potato starch  
1 1/4 cups water  
2 tbsps. lemon juice  
1 egg, well beaten  
1 tsp. grated lemon peel

Boil water and oil in a saucepan. Stir in the matzo meal, 2 tablespoons of sugar and one teaspoon of salt. Stir vigorously until mixture leaves sides of pan and forms a ball. Remove from heat. Cool slightly. Beat in the two eggs, one at a time, until the mixture is smooth. Drop by tablespoonfuls onto an oiled baking sheet covered with parchment. Bake at 425°F about 35 minutes until puffed and golden brown. Turn off the oven. Prick the puffs with a knife to allow the steam to escape, leave the puffs in the oven for 20 minutes to dry out centers. Cool. Meanwhile, prepare filling.

Combine 2/3 cup sugar, potato starch and 1/4 teaspoon salt in a saucepan. Stir in 1 1/4 cups water and lemon juice. Bring the mixture to a boil over medium heat, stirring constantly. Remove from heat. Gradually add some of the hot lemon mixture to beaten egg. Blend egg mixture into remaining lemon mixture in saucepan. Bring to a boil, stirring constantly. Remove from heat, stir in lemon peel. Let cool. Cut tops off puffs and remove any soft dough. Fill with cooled lemon filling and replace tops. Makes 6 puffs.



PASSOVER 1991





# Fresh Fish For Your Holiday Table!

Whole & Cleaned

**Fresh  
Lake Carp**

lb. **1<sup>99</sup>**

Whole & Cleaned

**Fresh  
Whitefish**

lb. **5<sup>99</sup>**

Whole & Cleaned (Yellow Pike)

**Fresh  
Walleye**

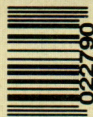
lb. **5<sup>99</sup>**

*Place Your Holiday Orders Early.  
Quantities Are Limited.  
Avail. at ShopRite's With  
Fresh Seafood Depts. Only.*



## ShopRite Coupon

With This Coupon



One (1) Quart Jar

**Mrs. Adler's  
Borscht**

022790  
ENTER

**.49**

Limit one. Good at any ShopRite where product is available, Sun., Mar. 3 thru Sat., Apr. 6, 1991.

SAVE .30

## ShopRite Coupon

With This Coupon



One (1) 1 pt. 8 oz. Jar Regular or Old Jerusalem

**Mrs. Adler's  
Gefilte Fish**

022800  
ENTER

**1<sup>49</sup>**

Limit one. Good at any ShopRite where product is available, Sun., Mar. 3 thru Sat., Apr. 6, 1991.

SAVE .50

## ShopRite Coupon

With This  
Coupon

**.25 Off**

Toward the purchase of  
One (1) 12 oz. box Any Brand or

**Manischewitz Cake Mix**

Limit one. Good at any ShopRite where product is available, Sun., Mar. 3 thru Sat., Apr. 6, 1991.

SAVE .25

## ShopRite Coupon

With This  
Coupon

**.25 Off**

Toward the purchase of  
One (1) 10 oz. can Any Brand or

**Manischewitz Macaroons**

Limit one. Good at any ShopRite where product is available, Sun., Mar. 3 thru Sat., Apr. 6, 1991.

SAVE .25

## ShopRite Coupon

With This  
Coupon

**.25 Off**

Toward the purchase of  
Any "Kosher for Passover"

**Season Brand It**

Limit one. Good at any ShopRite where product is available, Sun., Mar. 3 thru Sat., Apr. 6, 1991.

SAVE .25

## ShopRite Coupon

With This  
Coupon

**.25 Off**

Toward the purchase of  
(Plus Deposit Where Required By Law)

**Canada Dry Ginger Ale**

Limit one. Good at any ShopRite where product is available, Sun., Mar. 3 thru Sat., Apr. 6, 1991.

SAVE .25

## ShopRite Coupon

With This  
Coupon

**.25 Off**

Toward the purchase of  
(Plus Deposit Where Required By Law.)  
One (1) btl. Regular, Diet or Caffeine Free

**2-Liter Btl. Coca Cola**

Limit one. Good at any ShopRite where product is available, Sun., Mar. 3 thru Sat., Apr. 6, 1991.

SAVE .25

## ShopRite Coupon

With This Coupon  
One (1) 1 lb. bag, In Shell

**ShopRite Walnut**

**.89**

Limit one. Good at any ShopRite where product is available, Sun., Mar. 3 thru Sat., Apr. 6, 1991.

SAVE

For Location of Your Nearest ShopRite, Call These Toll-Free  
Numbers from 8 a.m. to 5 p.m., Monday thru Friday.  
In New Jersey, Call: 1-800-492-4173, CT., DE., N.Y., PA., MA: 1-800-526-6912

All Products May Not Be Available in All ShopRites  
at All Times. Look for the "Kosher for Passover"  
Message on the Label Before Purchasing.  
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Prices effective Sun., March 3 thru Sat., April 6, 1991  
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In order to assure a sufficient supply of our customers, we must reserve the purchase to 4 of any sale items except where noted. Not responsible for typographic errors. Sold to other retailers or wholesalers. All necessarily represent items on sale, for purposes only. Sunday sales subject to



# PASSOVER



1991





